



Missouri Travel Barometer
February 2014 Report
(Data available as of 3/14/14)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, "How is tourism doing statewide?" The barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health. The *Missouri Travel Barometer* is updated on a monthly basis. Our industry is notified via *The Monitor* (the MDT industry eNewsletter) as each new report becomes available -- go to www.VisitMO.com/industry to subscribe.

February Report Highlights

Lodging Statistics: 2014 Calendar Year to Date through January

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has performed well in revenue, while other states are showing higher growth in occupancy.

Missouri Lodging:

- Demand up 5.4%
- Occupancy up 6.0%
- ADR up 1.6%
- RevPAR up 7.7%

SIC Tourism business sales and tax collections: 2013 Calendar Year to Date through December

- A 2.5% increase (\$273.4 million) in sales revenue is indicated from preliminary reports on tourism's 17 SICs (January-December, 2013 over 2012). The attached graph illustrates how tourism fared month by month in both years.
- A 2.5% growth in tax collections represents an \$11.6 million increase in calendar year 2013 over 2012.

Website Visits: 2014 Calendar Year to Date through February

- Total web visits (main site and mobile visits combined) were up 35.9% for February CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits combined) were up 43.7% for the month of February compared to February 2013.

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through February

- 11,037 for 2014 YTD – an increase of 8.8%

Welcome Center visits: 2014 Calendar Year through February

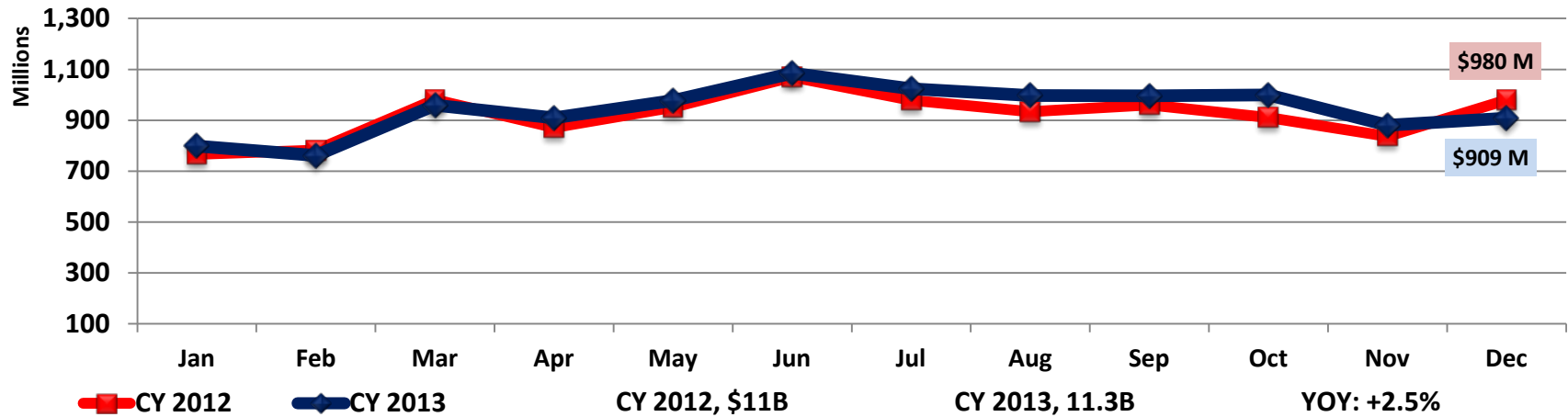
- On direct comparison for CY 2014 the centers are down 6.9% for February CYTD compared to the same period in 2013. With the new Conway centers added for 2014 only, centers are up 9.1% (2013 Conway counts N/A for that time period).

All commercial airport deplanements: 2013 Calendar Year to Date through December

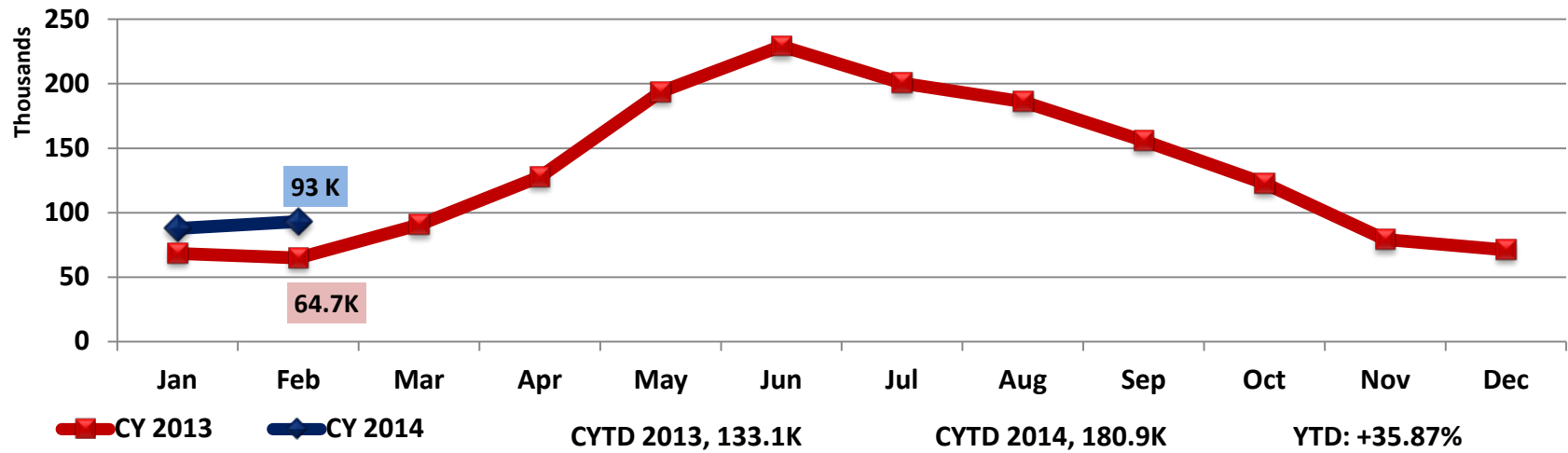
- Down 0.5% thru December CYTD

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Smith Travel Research (STR, INC.) Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

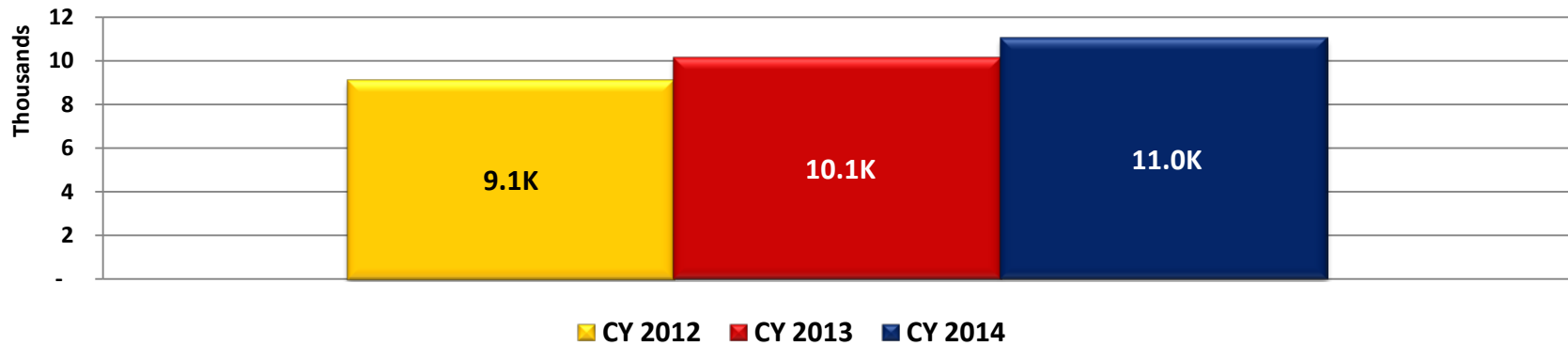
Sales Revenue from 17 Tourism SICs



Total Web Visits

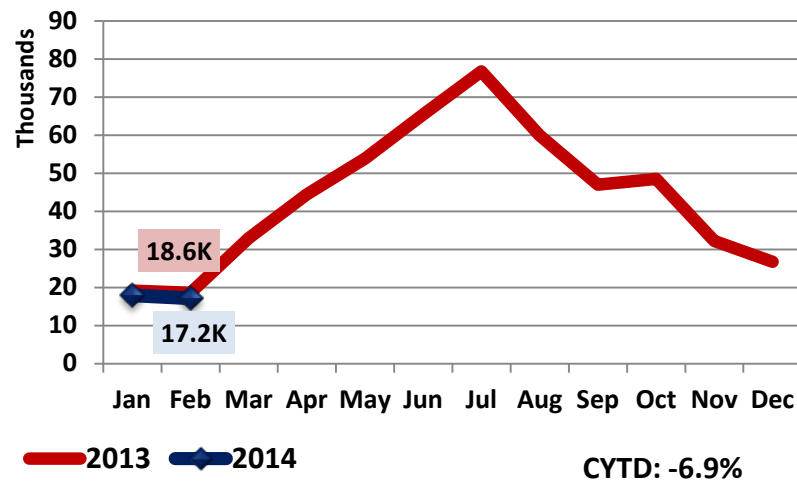


CYTD Responses thru February



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.

Welcome Center Visitors



Airport Deplanements

